



Dear Friend of Allentown,

On June 8, 2013, the City of Allentown and Hamilton District Main Street Program will host the Sixth Annual **Blues, Brews & Barbecue Festival**. This celebration of summer will again feature live music by the hottest blues bands, brews and delicious BBQ. This free event continues to draw growing crowds of both barbecue and blues lovers. We are inviting you to participate in this exciting event.

We are very excited that this year's event will feature not only some of the hottest blues artists in the Lehigh Valley but also headliners from outside the region. This proved very successful last year in increasing the size of our audience. We hope we can add your offerings to the Blues, Brews & Barbecue menu – the event that brings the best in Lehigh Valley barbecue together.

Please join us as we bring fun, vibrancy and delicious barbecue to downtown Allentown. We hope your establishment chooses to participate in this annual special event as a vendor and/or competitor. Blues, Brews and Barbecue will take place in the **800 Block of Hamilton Street from noon – 10pm on Saturday, June 8<sup>th</sup>**. See the enclosed documents for a food vendor and competitor application as well as Health guidelines. If interested in participating, please return the application by **Friday, April 19<sup>th</sup>**. Vendors will be plotted as applications are received.

I look forward to working with you and featuring you as a part of Blues, Brews & Barbecue – one of Allentown's hottest events. Please feel free to call me with questions or for further details. I can be reached at (610) 437-7530 or by e-mail at [tara.craig@allentowncity.org](mailto:tara.craig@allentowncity.org).

Sincerely,

A handwritten signature in blue ink, appearing to read "Tara Craig", with a stylized flourish at the end.

Tara Craig  
Special Events Manager  
City of Allentown

